

Best Way to **EXPAND SALES** & **STRENGTHEN BRAND IMAGE**



Awards & Honours

EVA Air Becomes The 8th Skytrax 5-Star Airline

EVA Air is Certified as a 5-Star Airline

 June 15, 2016  Category: 5 Star Airline



Awards & Honours

- The top 10 world's safest airline for 2017- [AirlineRatings.com](#)
- Top 10 best airlines in the world for 2017- [AirlineRatings.com](#)
- The 10 Best Airlines in the World 2016 -[SKYTRAX](#)
- 2016 World's Best Awards-Top 10 International Airlines
-[Travel & Leisure](#)



2016 EVA AIR Monthly Passenger Analysis

	Passenger	Flight
Jan	999,418	4,719
Feb	968,734	4,671
Mar	1,021,339	4,884
Apr	1,039,605	4,831
May	1,032,128	4,936
Jun	1,023,163	4,692
Jul	1,076,825	4,966
Aug	1,071,588	5,050
Sep	971,241	4,849
Oct	1,040,033	5,181
Nov	1,047,980	4,999
Dec	1,132,142	5,266
TTL	12,424,196	59,044

- Monthly passengers: over 1 million
- Annually passengers: 12,424,196

READERSHIP
PROFILE



BUSINESS LEADER
TASTE HIGHER CONSUMING ABILITY
INTERNATIONAL
QUALITY OF LIFE **ELITE**



A STAR ALLIANCE MEMBER 

EN VOYAGE

En Voyage is a monthly inflight magazine carried on all EVA Air international flights

Over a million passengers each month to **45 destinations** on **4 continents**

Trilingual magazine, containing articles in **English, Chinese, and Japanese**



monthly circulation
80,000



En Voyage Magazine (Monthly) 2017 Rate Card (in US\$)

Position	1X	3X	6X	9X	12X
Inside Front Cover Spread	24,750	23,515	22,340	21,225	20,160
Page preceding Contents	24,300	23,085	21,930	20,835	19,800
Special Double Page	22,800	21,660	20,570	19,545	18,600
Double Page	21,300	20,235	19,225	18,265	17,400
Back Cover	14,700	13,965	13,265	12,605	12,000
Inside Front Copver/Page 1	13,000	12,350	11,735	11,150	10,600
Page Facing Contents/Column Page	12,750	12,115	11,510	10,935	10,400
Inside Back Cover	12,450	11,850	11,260	10,700	10,165
Full Page (ROP)	10,800	10,260	9,750	9,265	8,805
2/3 Page	8,400	7,980	7,600	7,220	6,860
1/2Page	7,000	6,650	6,320	6,005	5,705
1/3Page	4,500	4,275	4,065	3,865	3,675

EDITORIAL CONTENT

Fashion



Health Living



EDITORIAL CONTENT

Travel



Fashion



EVA Sky Channel



- Frequency : Monthly update
- Cover all flights/ all cabins
- **CF run after safety demo and before AVOD, All passengers will and must see it. The client's CF could 100% catch the eyes of all passengers.**





EVA Sky News Channel 2017 Rate Card (in US\$)

Duration	1X	3X	6X	9X	12X
30 Seconds	18,500	16,500	15,000	14,000	13,500
60 Seconds	36,500	32,000	29,500	27,500	26,500